

# MARK H DANIELS

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MARKHDANIELS@

## Skill/ About

Quick to learn, thoughtful and serious about executing, I am a passionate sales and marketing professional generating profitable revenue using skill and experience in strategic thinking, leadership, collaboration, designing and executing tactical plans, sales and speech writing, lead generation, needs assessment, solution consulting, negotiating, contracting and closing.

## Experience

Twenty-plus years in new and existing sales and account management developing internal and external partnerships; identifying and creating opportunities using proven and innovative marketing techniques that key on customer, company and employer needs; finding and developing solutions to meet those needs and translating those needs into benefits and values in a way that simplifies the decision-making process and creates a call-to-action.

## Professional Profile

**2008- Current, My Sales Hero, LLC**, Edison, NJ  
President/ Business Marketing/ Sales Consulting/ Copywriting

**1998- 2008, Ceridian Corporation**, Minneapolis, MN  
Human Resource Outsourcing (HRO) Account Executive, Mid-Atlantic, US  
HRO Sales Executive, Northeast, US  
Major Account Executive, NJ District  
Key Account Executive, NJ District

**1997- 1998, Robin International/ Casual Time**, New York, NY  
National Sales Manager

**1996- 1997, Bentex Kiddie Corporation**, New York, NY  
Special Product Sales

**1986 - 1996, Buster Brown Apparel**, Chattanooga, TN  
Key Account Manager, East Coast, US  
Key Account Representative, Northeast, US  
Sales Representative, NY/CT/MA/FL/DC/MD/VA  
Sales Trainee/ Office Administration, NY/NJ

**1985 - 1986, TRW Business Credit**, Parsippany, NJ  
Customer Service Representative

**1981 - 1985, Sears, Roebuck & Company**, Wayne, NJ  
Sales

## Education

- Montclair State University, Montclair, NJ**
- Communication Theory and Practice, Bachelor of Arts
- University of Hertfordshire, Hatfield, UK**
- School of Business Management
- Boston University, Boston, MA**
- College of Communication

## **Professional Development**

### **Middlesex County College, Edison, NJ**

- Six SIGMA Green Belt Certificate of Achievement: Define – Measure – Analyze - Improve and Control.

### **Project Management, Certificate of Achievement**

- Knowledge Areas and Processes; Project Integration; Managing Project Scope; Managing Time; Human Resources; Project Communications; Risk Management; Project Procurement.

## **Summary of Accomplishments**

### **2008**

- Achieved 45% (\$200k) of quota in first week of 2008
- Pipeline included \$500k+ in new services to existing customer base

### **2007**

- Achieved 85% (\$255k) of quota due to contract execution delays
- Successfully designed, developed and presented customer transition plan that included 5- year strategic roadmap for new services including human capital management (benefits administration, talent acquisition, succession planning, compensation planning, e-learning and curriculum development and leave absence management)
- Identified gaps and led effort to implement low cost, fast modification to existing process and reporting to increase service level attainment, customer satisfaction and profitability
- Supported new sales efforts, providing customer references through partnership management

### **2006**

- Achieved 117% (\$467k) of quota through existing customer contract change control management
- Negotiated 2 long term agreement contract renewals with fee increases
- Supported new sales efforts providing customer references through partnership management

### **2005**

- Achieved 165% (\$6.6m) of quota selling services to new and existing business
- Led 3rd largest and profitable sales, solution and negotiation of new full service outsourcing deal
- Led collaborative service and reporting management improvement efforts for customer satisfaction turn-around

### **2004**

- Achieved 74% (\$2.0m) of quota selling services to new and existing business
- Participated in the team developing sales, marketing and proposal best practices to shorten lead time by identifying and managing potential opportunities and creating a successful end-to-end internal and external customer experience

### **2003**

- Achieved 166% (\$4.5m) of quota selling services to new and existing business
- Co-managed successful sales and solution effort for 2 premier and complex new business prospects including a multi-national solution strategy
- Led sales for expansion of services and contract negotiations on 2 existing business opportunities

### **2002**

- Achieved 222% (\$2.2m) of quota selling services to new and existing business

Led the sales and strategy team in pioneering one of the first multi-component, multi-year, multi-million dollar contracts in a highly complex and politically charged sales cycle, partnering with the prospect lead division in the sale of the proposed solution to multiple division presidents across the United States.

## **Awards**

2006 President's Club  
2005 President's Circle  
2003 President's Circle  
2002 President's Circle  
2001 President's Circle  
2000 President's Circle  
1995 Salesman of the Year  
1994 Million Dollar Season  
1993 Million Dollar Season  
1992 Million Dollar Season  
1991 Million Dollar Season  
1990 Million Dollar Season  
1989 Million Dollar Season  
1987 Rookie of the Year  
1985 Management Program Candidate

## **Other**

Corporate Visions Incorporated/ Samurai Sales and Discovery Alumni  
Selling to VITO  
Circle of Leverage  
Pain Letter  
Think! Inc.  
Strategic Selling  
New Hire Coach and Mentor  
Guest Speaker, Neve Shalom  
Rutgers S.A.F.E.T.Y Clinic- Sports Awareness for Educating Today's Youth- Certification  
North Edison Baseball and Softball Coach

## **References** (Available on <http://www.linkedin.com/in/markhdaniels>)

"Plain and simple, Mark has all the attributes desired in a peer. He is business savvy, very detail-oriented, extremely knowledgeable, professional, and also very personable. He understands the business end of deals, but is also very tuned-in to client's needs. Mark has the ability to make deals happen." --  
*March 3, 2008-- Dale Entin, Solution Architect, Ceridian Corporation worked directly with Mark at Ceridian*

"Mark is a business partner that can be relied upon in all situations. He is able to deliver challenging messages to clients in a way that builds credibility for himself as well as for the organization overall. Mark is always an advocate for his clients. He takes ownership in bringing multiple departments together to ensure his clients get the service they deserve." --*February 22, 2008-- Alyssia Fotenos, Client Service Manager, Ceridian worked with Mark at Ceridian*

"Mark is a strategic minded Sales and Account Management professional who is both a team player and individual contributor. He always does the right thing for his clients and his company." --*January 24, 2008-- Richard Krol, Vice President, Ceridian worked with Mark at Ceridian*

"Mark is highly intelligent and an extremely customer driven individual who has the ability to relate and work with C-level executives and line managers. It is always a pleasure to work with him." --*June 26, 2007 --Heath Fisher, Client Service Manager, Ceridian worked directly with Mark at Ceridian*